



STATE OF CONNECTICUT

Governor's Council for Agricultural Development MARKETING WORKING GROUP



MINUTES OF MEETING HELD MARCH 20, 2014

Connecticut Department of Agriculture
165 Capitol Avenue, Hartford, CT 06106

I. CALL TO ORDER

Allyn Brown, working group co-chair, called the meeting to order at 2:48 p.m. In addition to co-chairs Jim Guida and Peter Orr, other working group members present were Sarah Bishop DellaVentura (Bishop's Orchard), Kay Carroll (Maple Syrup Producers Association of Connecticut), Steve Domyan (MetroCrops), Kevin Donahue (formerly Imperial Nurseries), Perry Hack (Two Guys from Woodbridge), and Michael Theiler (Connecticut Seafood Council)

Also present were Agriculture Commissioner Steven Reviczky, chairman of the Governor's Council for Agricultural Development; staff from the Connecticut Farm Bureau Association and Connecticut Department of Agriculture; and guests.

Working group members Scott Danis (Ahold/Stop and Shop), Randy Fiveash (Connecticut Office of Tourism), Becky Jones (Connecticut Beekeepers Association), George Motel (Connecticut Farm Wine Development Council), and Peter Rogers (Rogers Orchards) were absent.

II. APPROVAL OF 2/27/14 MINUTES

The group reviewed draft minutes from February 27, 2014. Jim Guida moved to approve them and Kay Carroll seconded. There was no discussion. The group accepted the motion unanimously.

III. REMARKS FROM COUNCIL CHAIR REVICZKY

Commissioner Reviczky, chairman of the Governor's Council for Agricultural Development, thanked the working group members, co-chairs, and staff for their hard work and contributions over the past three months. He explained the importance and value of members' input and how it will be considered by council members in development of their 2014 recommendations to the Connecticut Department of Agriculture.

IV. FINALIZATION OF DRAFT DELIVERABLES

Members reviewed the group's choice for strategic claim ("Connecticut-Grown products are grown/harvested JUST FOR YOU by your farming neighbors") and agreed their suggestions to the council would include further development/refinement of the message.

The group then discussed potential partnerships for dissemination of that message, including producer associations, farmers' market associations, retailers, other state agencies, and local media outlets. Further discussion included development of a tool-kit for dissemination of that message and educational resources for partners on how to use the tool-kit.

V. RECAP AND NEXT STEPS

The group's co-chairs will report the group's findings and suggestions at the April 1, 2014, meeting of the Governor's Council for Agricultural Development. The council will discuss and consider that information in conjunction with and in relation to other group's findings and suggestions, and will use that information in development of its 2014 recommendations to the Connecticut Department of Agriculture.

VI. ADJOURNMENT

There was no further business and co-chair Brown adjourned meeting at 4:24 p.m.

Respectfully submitted by Linda Piotrowicz
March 21, 2014